



CASE STUDY

## Scaling Your Digital Marketing Programs to Reach a Global Audience

VMware & SiteOlytics (Presented @ Digital Velocity)





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## Who we are



Michael T. Butler – Director of Global eCommerce, VMware. Held senior eCommerce positions at Hpshopping.com and Accenture.

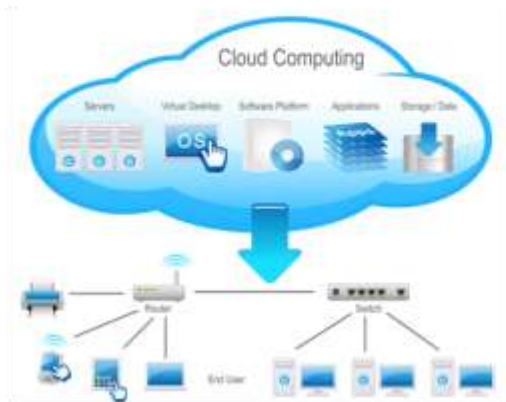


Roland Oberdorfer – Managing Director & Cofounder, SiteOlytics  
Former CTO of hp's online consumer business and General Manager for eCommerce at NVIDIA

# vmware®

VMware is a \$6 billion dollar industry leading virtualization software company offering virtualizing infrastructure from the data center to the cloud to mobile devices. VMware enables IT to deliver services from any device, anytime, anywhere to help their customers be more agile, responsive, and profitable.

## QUEST TO VIRTUALIZE



- VMware's quest is to virtualize IT. VMware's products are a necessity for any cloud solution. How to distribute the software across the planet?
- How to scale globally with a centralized platform that provides local flexibilities.

## Challenge

### QUEST TO VIRTUALIZE



- Existing SAAS eCommerce platform established in a few countries.
- Many retired and invalid tags across the environments on a code level and CMS.
- Which countries should be expanded to first?

How to scale digital marketing programs globally with a centralized SaaS eCommerce platform that provides local flexibility? How to use and manage tags on a code and CMS level?

## Solution

### PLAN THE QUEST



- Get organized – create an inventory of all tags by country
- Research market data by country. Investigate local marketing challenges and solutions for each country
- Understand language implications, tax systems, currency conversions, and digital privacy laws for each country.
- Create action plan and plot out sequence of launches by country

An innovative tag management solution that allows to centralize tags and tracking pixels, remove them from the code and putting rules in place that define which tag is fired for any given URL route and geo-location.

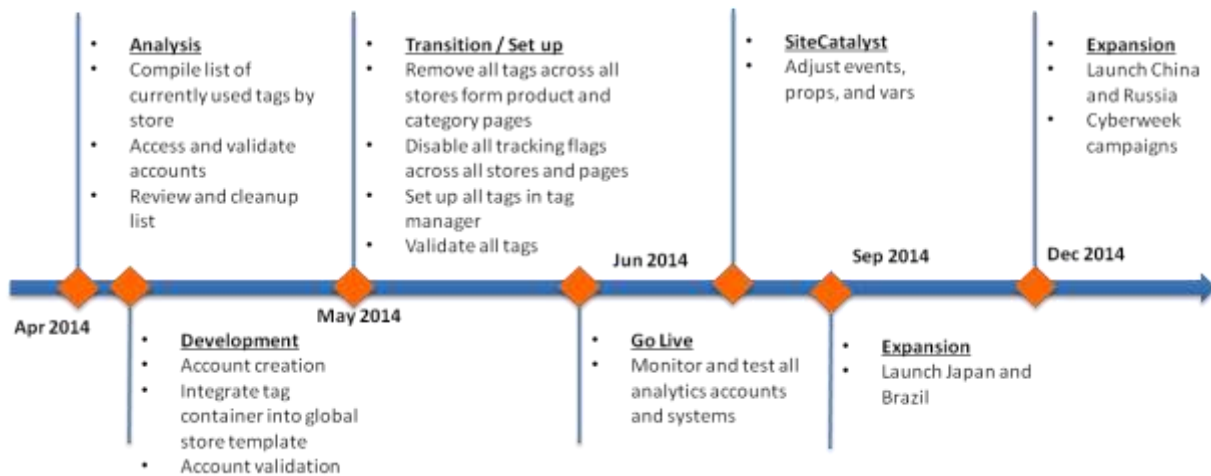
## GLOBAL PREPARATION



- Implement global data layer
- Define and create extensions necessary
- Manage your countries in a lookup table
- Manage taxes centrally
- Define a naming convention that works globally
- The Global eCommerce Extension

By researching, recording and understanding local marketing challenges and solutions like language implications, tax systems, currency conversions, and digital privacy laws, the necessity, purpose and function for of all tags was determined by country.

## PLAN THE QUEST - TIMELINE



With an action plan in place and we plotted out sequence of launches for each country. We started implementing a global data layer and then defined and created necessary extensions. We created the concept of a lookup table to be able to fire the appropriate tags for each country, tax and affiliate tracking system.



## Results

# TIME TO MARKET = SALES



- 20-30% return on ad spending
- Ability to execute marketing campaigns faster
- Take developers out of the process
- What took weeks takes hours
- Cost savings
- Centralized management of all tags
- Clean code
- Error tolerant and flexibility to make changes during code freeze

We achieved 20% to 30% return on ad spending. We also gained the ability to execute marketing campaigns faster by taking the developers out of the process. For us time to market equals sales. What took weeks before, now takes hours while saving costs. The centralized management of all tags led to “clean” code, error tolerance and the flexibility to make changes during code freezes.

View and download the presentation here:

<http://www.slideshare.net/mattsiteolytics/scaling-your-digital-marketing-programs-to-reach-a-global-audience>

## Conclusion

We hope you found that this case study contained useful information.

At SiteOlytics we are striving to simplify complex projects and help our customers in achieving the business goals of their digital transformation.

If you are interested in eCommerce implementations, behavioral retargeting, search engine marketing or have feedback on this case study, you are more than welcome to contact the authors and request a demonstration at [info@siteolytics.com](mailto:info@siteolytics.com).